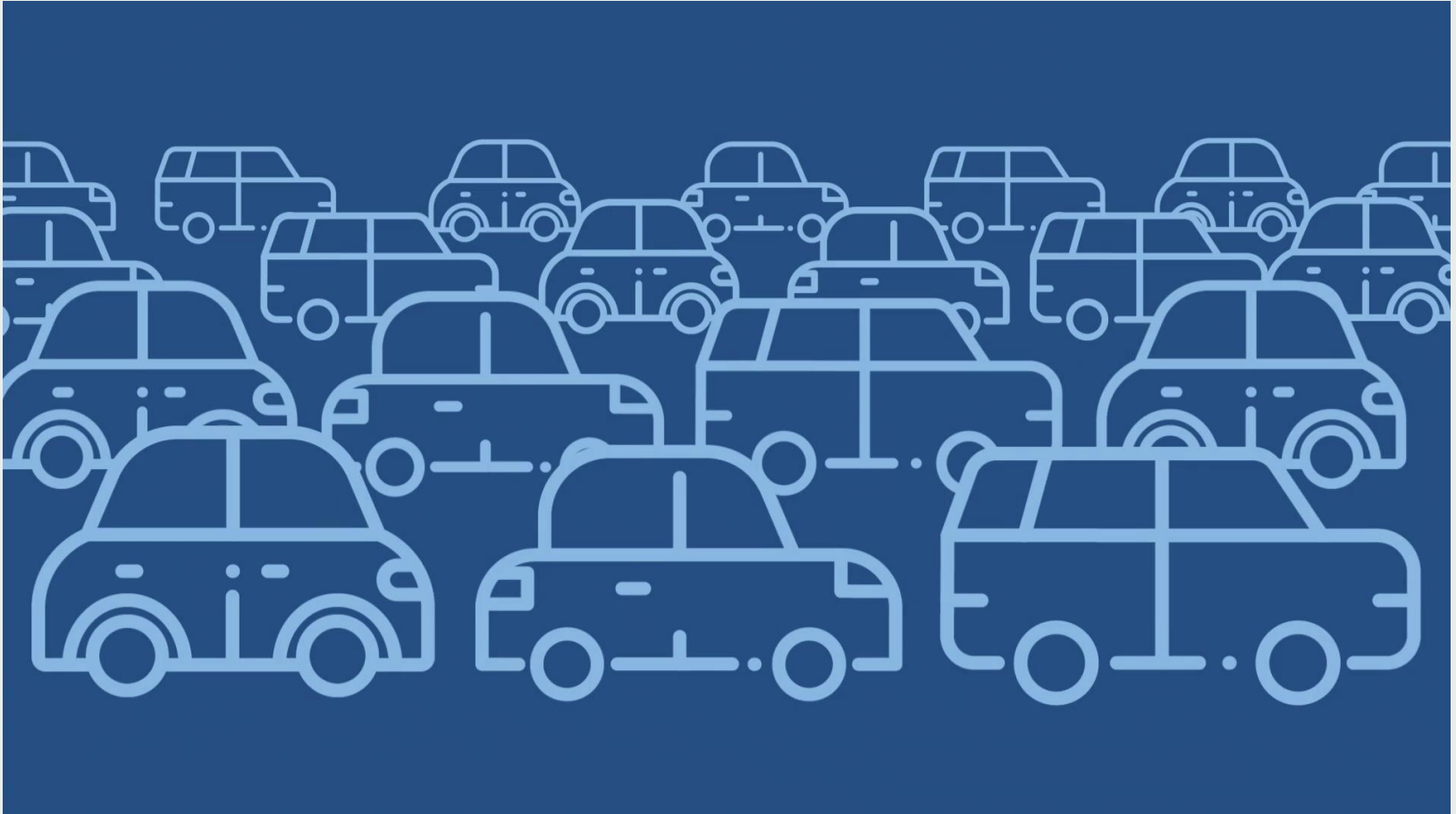




**NORTHERN VIRGINIA TRANSPORTATION COMMISSION**

**#NoVaRides**  
**novarides.org**

# #NoVaRides



#NoVaRides



# #NoVaRides



- What is NVTC and what do we do?
  - Founded in 1964 to be Virginia's voice in creating WMATA
  - One of a kind institution for promoting regional transit cooperation and providing expertise
  - We manage \$300 million annually in federal, state and regional assistance for WMATA, VRE and 5 bus systems in Northern Virginia

# #NoVaRides



- Marketing campaign history
  - December 2018 - February 2019
    - NVTC identifies potential marketing opportunity around summer 2019 shutdown of 6 Metrorail stations in Alexandria and Fairfax County, begins drafting proposals
  - April 2019
    - Commission authorizes Post-Shutdown Marketing Campaign
      - Virginia Department of Rail and Transit (DPRT) provides 80% of \$395,725 cost
      - 20% Local match
        - » City of Alexandria
        - » Arlington County
        - » Fairfax County
        - » Virginia Railway Express (VRE)
        - » PRTC/OmniRide


# #NoVaRides




## – July/August 2019

- Creative design process begins
  - NVTC leads multiple brainstorming sessions with stakeholders
    - » Review other transit marketing campaigns
    - » Develop campaign theme
    - » Define campaign target audience
    - » Communicate ideas to creative design firm Sagetopia
    - » Multiple rounds of refinements for
      - Display ads
      - Social media ads
      - Video ads
      - Radio ad scripts
  - Build novarides.org

# #NoVaRides






Frustrated?




Go Transit!



*#NoVa Rides*




Frazzled?




Go Transit!



*#NoVaRides* **GO**






Stuck in Traffic?




Go Transit!



*#NoVa Rides*



Frustrated?



Go Transit!



*#NoVaRides* **GO**

# #NoVaRides



Put your  
commute back  
in your hands.



Take  
back your  
commute.  
*#NoVaRides*



Let's Go!

Let someone else  
take the wheel.  
Relax and enjoy  
the ride!

*#NoVaRides*



Put your  
commute back  
in your hands.

*#NoVaRides*

Let's Go!



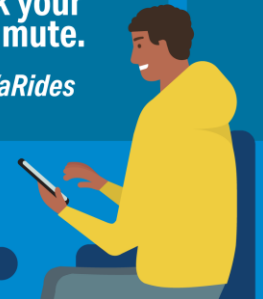
Take  
back your  
commute.

*#NoVaRides*



Take  
back your  
commute.  
*#NoVaRides*

Let's Go!





# #NoVaRides



## – September 2019

- Campaign launches
  - WTOP and WAMU radio ads
  - WTOP, WAMU, DCist display ads
  - Facebook and Instagram ads
  - YouTube :15 pre-roll video ad
  - In-cinema and movie theater lobby video ad
  - Scheduled Facebook and Twitter posts

## – October 2019

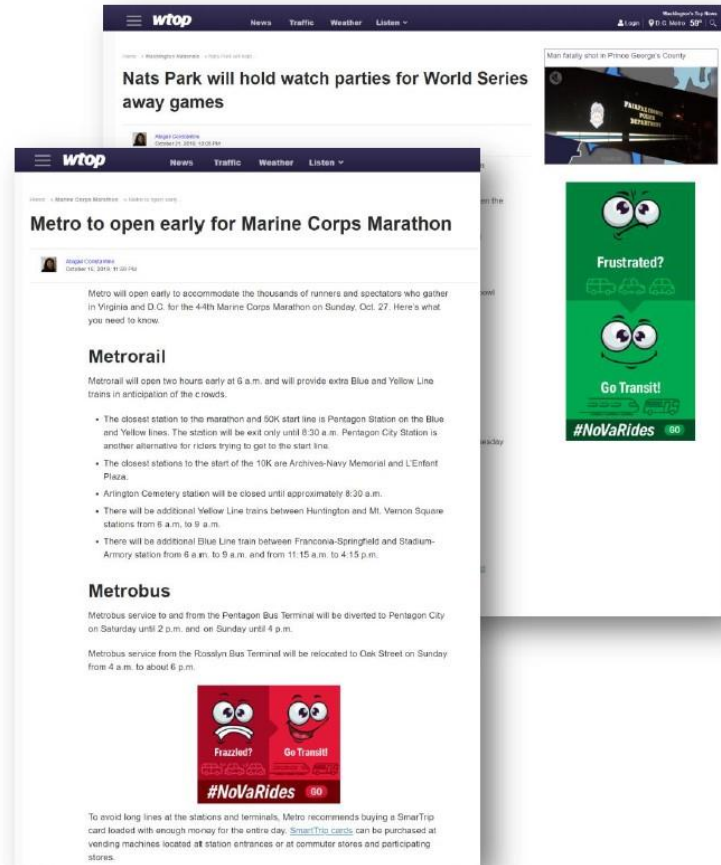
- Small scale testing of promoted Facebook posts and Twitter ads
- Development of :30 video ad

#NoVaRides

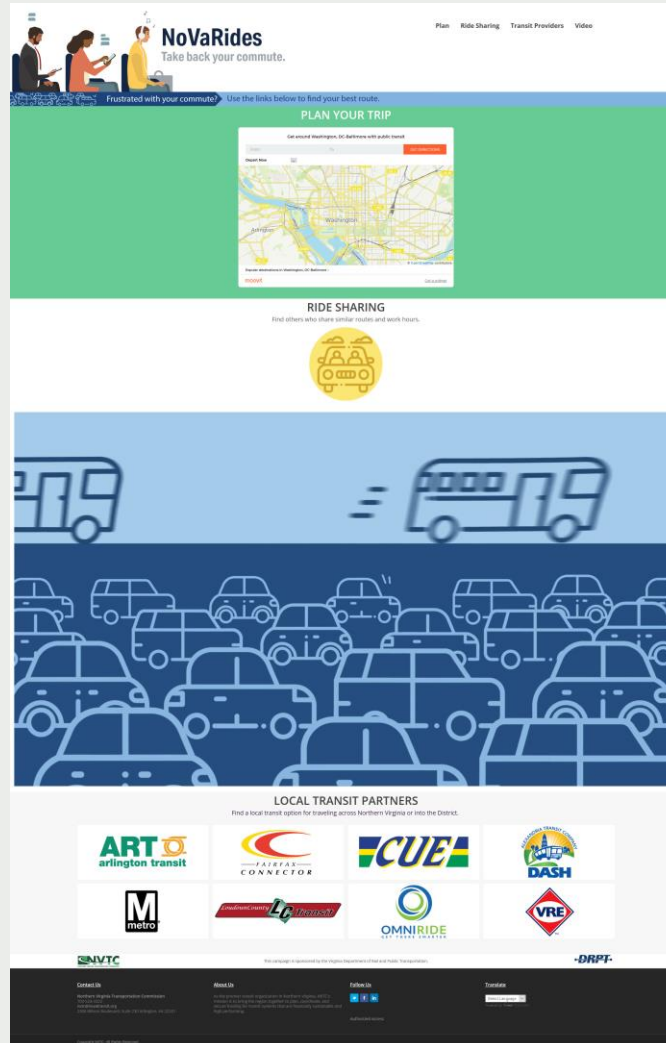


WAMU AD #1

# #NoVaRides

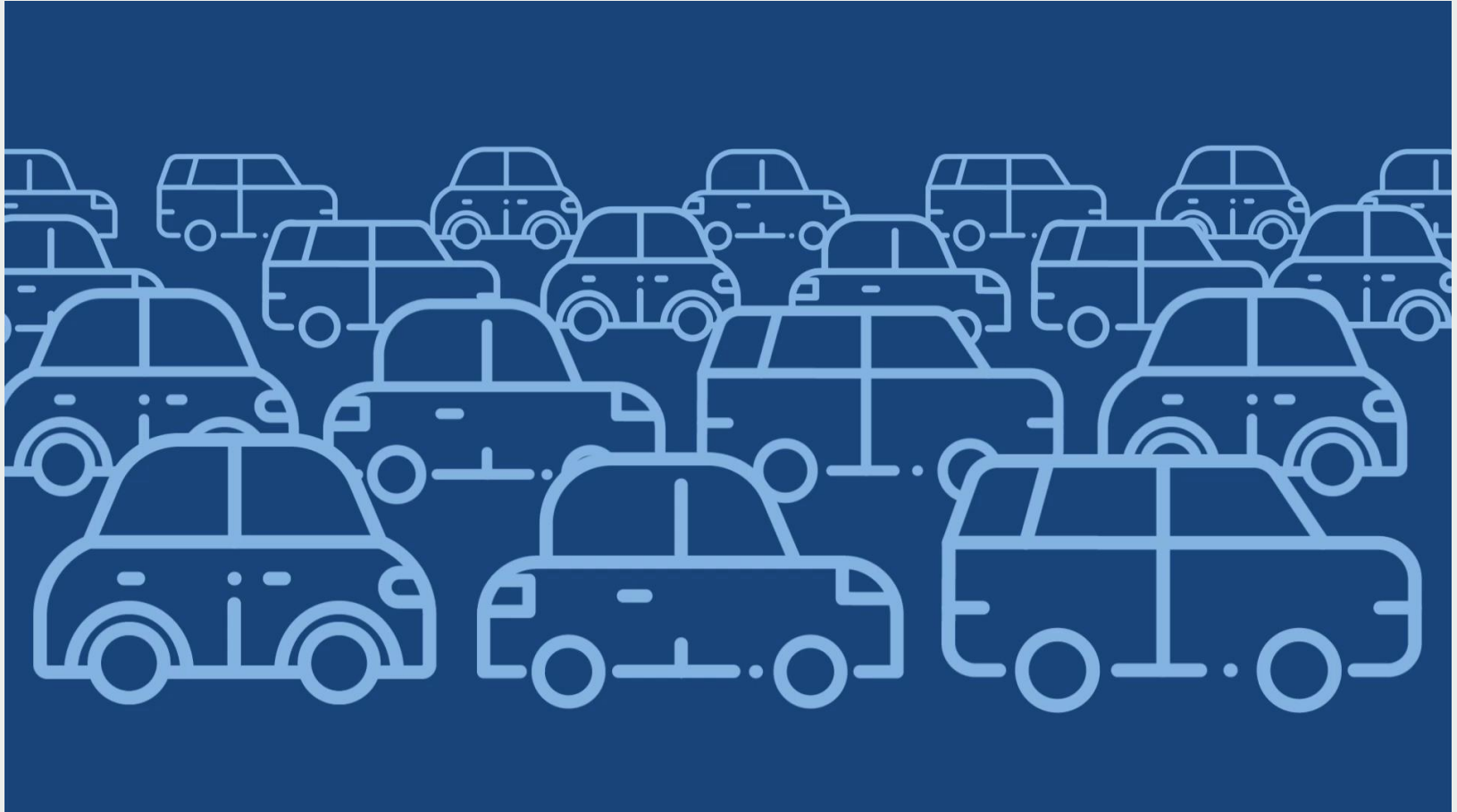


# #NoVaRides



The screenshot shows the NoVaRides website interface. At the top, the title "NoVaRides" is followed by the tagline "Take back your commute." and navigation links for "Plan", "Ride Sharing", "Transit Providers", and "Video". Below this is a section titled "Frustrated with your commute? Use the links below to find your best route." followed by a "PLAN YOUR TRIP" section. This section includes a sub-header "Get around Northern VA, Northern DC, Northern MD with public transit" and a map of the region with a search bar and a "SEARCH" button. Below the map is a "RIDE SHARING" section with the text "Find others who share similar routes and work hours." and a yellow carpooling icon. The next section is a blue graphic with a bus icon and a large number "3" next to another bus icon, representing transit options. Below this is a "LOCAL TRANSIT PARTNERS" section with the text "Find a local transit option for traveling across Northern Virginia or into the District." and a grid of logos for ART (Arlington Transit), Fairfax Connector, CUE (Cherry Hill Express), DASH (District of Columbia), Metro, LG ( Loudoun County), OMNI RIDE (Northern Virginia), and VRE (Virginia Railway Express). The footer contains the NVTC logo, a small disclaimer, and the DRPT logo.

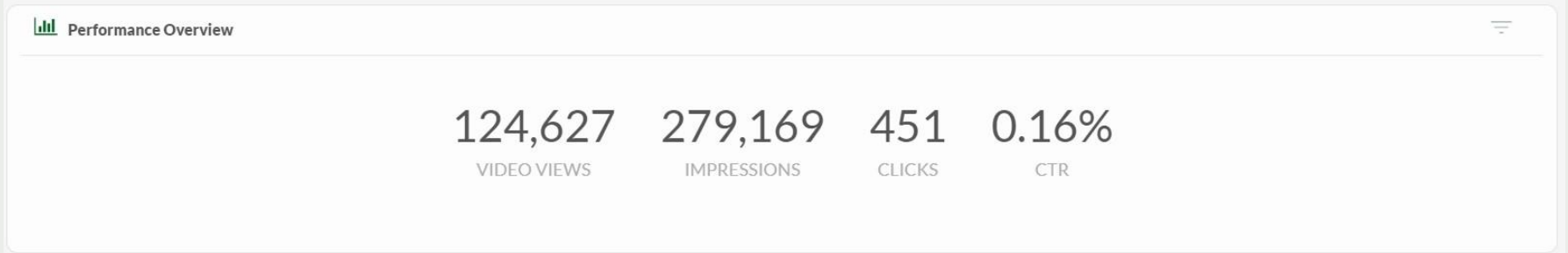
# #NoVaRides



# #NoVaRides

## – December 2019

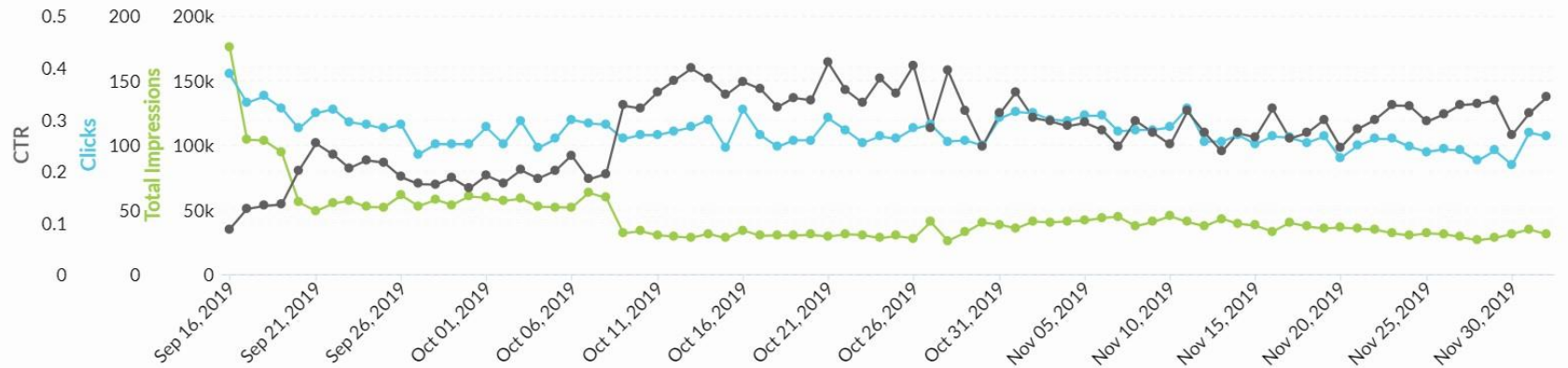
- Analytics





# #NoVaRides

Display Performance Metrics



Display Performance Metrics

3,444,425 IMPRESSIONS    8,605 CLICKS    0.25% CTR

# #NoVaRides

## f. Facebook Advertising Overview

4,215,305

IMPRESSIONS

94,305

POST ENGAGEMENT

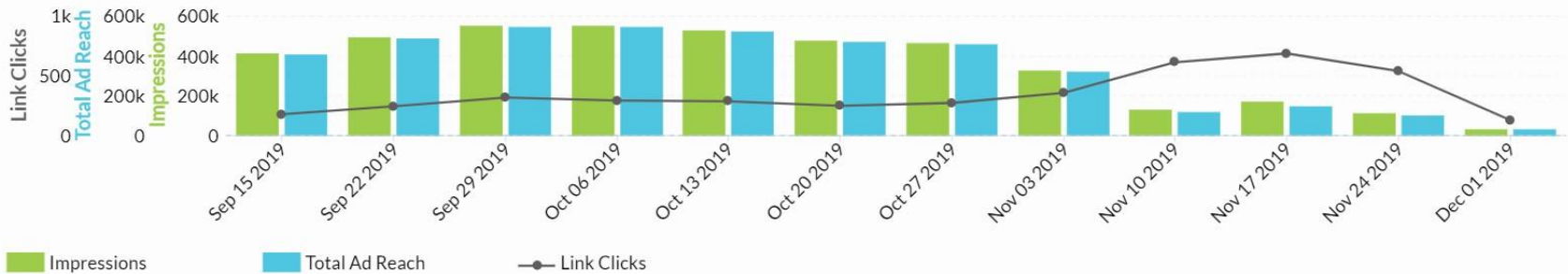
4,163

LINK CLICKS

0.10%

CTR (LINK CLICK-THROUGH RATE)

## f. Facebook Advertising Performance Timeline





# #NoVaRides



<input type="checkbox"/>	Page <sup>?</sup>	Pageviews <sup>?</sup>	Unique Pageviews <sup>?</sup>	Avg. Time on Page <sup>?</sup> <span>↑</span>
		16,423 % of Total: 49.47% (33,196)	14,678 % of Total: 53.65% (27,360)	00:05:05 Avg for View: 00:02:35 (97.45%)
<input type="checkbox"/>	1. /programs/novarides/ 	16,423(100.00%)	14,678(100.00%)	00:05:05



# Wrap up and questions

Northern Virginia Transportation Commission  
2300 Wilson Blvd., Suite 620, Arlington, VA 22201

[www.NoVaTransit.org](http://www.NoVaTransit.org)  
703-524-3322

